Project 360 - Avoiding Vehicular Collisions

Discipline policy – FreshPoint Dallas

BACKGROUND

Collisions between FreshPoint delivery vehicles and stationary objects (such as parked cars, customer buildings, utility poles, trees, and traffic signs) account for about 66% of all company vehicle claims, with a cost exceeding $4 million a year. To prevent these avoidable collisions, the company introduced the cone use and Get Out and Look (GOAL) programs and has encouraged drivers to avoid backing whenever possible ("park to depart"). Despite these tools, in fiscal year 2018, FreshPoint Dallas continued to experience avoidable stationary object collisions. Some of these events include:

- A driver backed into and damaged a lamppost at a customer site
- A driver backed into and damaged a customer building in Fort Worth
- A driver backed into and damaged a parked car owned by a customer's employee
- A driver backed into a customer's linen storage shed, destroying it
- A driver struck a fire escape in an alley, ripping open the roof of the truck
- A driver struck a tree limb in Downtown Dallas, damaging the refrigeration unit
- A driver backed into and damaged a customer building in North Dallas
- A driver ran into a tree in a residential yard, damaging the owner's tree
- A driver backed into and damaged a parking barrier at a customer's site in Dallas
- A driver struck a tree limb in Dallas, ripping open the roof of the truck

These continued events are unacceptable. Each event increases operating costs and harms the reputation of the company and the relationship we have with the customers and the public.

EXPECTATIONS

Drivers are expected to avoid backing whenever possible by parking to depart. When backing is required to make the delivery, drivers are expected to Get Out and Look (GOAL) and use their cones to establish a safe path for backing. The only exception to this backing expectation is when backing from a roadway or other location where exiting the vehicle places the driver in danger of being struck by vehicle traffic. In such cases, back until safely out of the roadway, then Get Out and Look (GOAL) and place cones. Drivers are also expected to be attentive to low clearances, including tree limbs, hanging wires, and building overhangs, and avoid striking such objects. Stationary objects collisions are never acceptable for any reason. Roadway collisions are to be avoided by applying the 5 Keys of the Smith System, maintaining adequate following distance, and never driving while distracted.

DISCIPLINE

In the event that a collision involving a company vehicle occurs, the following disciplinary policy will be used:

First offense – Written warning and 2 days of unpaid suspension from work and loss of ABC pay for the week of the incident.

Second offense – Final written warning and 3 days of unpaid suspension from work and loss of ABC pay for the week of the incident.

Third offense – Discipline up to and including termination.

By signing below, I indicate that I understand the expectations and potential discipline concerning stationary object collisions. If I have questions, I understand that I should ask the director of transportation or human resources business person.

_____	_____	_____
Name	Signature	Date

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